videotech update/ BY MAURINE CHRISTOPHER

Next RAB task: Fending off cable inroads

Having "cleaned up" Miles David's contract, the Radio Advertising Bureau soon will be looking for a strong No. 2 man who is likely to be groomed as his successor.

The 57-year-old Mr. David managed to retain the top spot at RAB despite a well-mounted challenge from a few critics on the 35-man board. Even though the dissidents wanted what one described as "a more aggressive, charismatic" chief to give the bureau higher visibility, the incumbent has been signed to a shorter pact to run through the fall of 1986. The new, firm four-year contract replaces one that would have expired in '88.

The old contract called for a multiyear settlement in case of dismissal. The new one, negotiated by a compensation committee headed by RAB board chairman George Duncan of Metromedia Radio, Secaucus, N. J., gives the vice-chairman and chief executive officer "additional security" in his pension. He will be paid $140,000 annually.

Still to be determined is the blueprint to be charted for the bureau's future as relates to organization, aims and staff. The long-range planning committee, chaired by Arthur Carlson of Susquehanna Broadcasting, York, Pa., is due to meet in September to discuss recommendations for structure and strategy for the next five years.

The committee probably will recommend the creation of two divisions, one for local and the other for national sales, each with its own president. Naming a president for each would give them greater stature than if they merely were called vp-in-charge-of, for example. Once there, in the natural course of affairs, one of the presidents will emerge as the No. 2 exec at this $5 million drum-beating organization. Having two people, rather than one, waiting in line for the top post should make life more comfortable for Mr. David.

Mr. David has not been backed up by an in-house heir apparent since exec vp Bob Alter defected to cable last year. He is president of RAB's counterpart, Cabletelevision Advertising Bureau.

Now that the dispute over Mr. David's own future has been settled, Mr. Duncan said the board, at its October meeting, will move on to the next step—an analysis of what changes, if any, should be made to respond to catv, and other new technology competitors, who are vying for radio's sponsors and audiences. Emphasis will be placed on how best to strengthen the management by adding new people.

Mr. Duncan leans toward hiring an outside consultant who can take a dispassionate view. This, he feels, would enable RAB to avoid the kind of embarrassment that NAB's search committee suffered when seeking out a presidential candidate. The committee's choice later was rejected by the full board. But the RAB chairman is by no means certain board members, whose companies must pay their own expenses to run RAB, will vote to spend $100,000 to $200,000 for an outside search.

One of Mr. David's most vocal critics, who reportedly voted in favor of his new contract because he knew it had the numbers to pass without his support, opposes hiring a consultant to help in finding RAB's No. 2 and No. 3 persons. "Look at all the talent on this board," said this member. "Why do we need to spend money for outside advice when we have all our directors available to address this problem?"

And while he faulted the NAB board for turning down its search committee's recommendations after the searchers had spent three months scouting out prospects, this board member said the same thing could happen to an RAB candidate chosen by an outside, paid consultant. Others directors checked agreed the board should be able to locate people to fill the additional posts at RAB without outside assistance.

Still another board member I checked with figured Mr. David came out of this squabble in a better position than he went in. Mr. David felt the same way about RAB. "It's very healthy to have the dissidents speak up about what they think should be done," he told me. "Unless an organization is moribund, there will always be dissidents. They are sincere people with their own ideas about the best way to shape RAB for the future."

I asked what changes he plans in order to respond to the criticism that RAB needs a fresher, more vigorous, less predictable approach. Mr. David said this will be clearer once the long-range planning committee has completed its report. He noted that study was in the works long before the "public family feuding" over his contract.

Mr. David said he received several reassuring calls from major advertisers and agencies after I wrote an earlier column about the board dissidents. He thinks RAB already does a creditable job of helping sponsors to make effective use of radio, but he hopes to improve that aspect of the bureau's work.

For the moment, he's probably out ordering a batch of Friday, the 13th, T-shirts. The cnetime trade press editor signed his first contract as RAB president on Friday, Aug. 13, 1965. He celebrated his 17th anniversary on Friday, Aug. 13, just past, with a handshake agreement to seal his latest four-year pact.#

Vp banks on electronic future

Los Angeles—Don't look for it around the corner, but the Who concert of tomorrow, or Neil Diamond in person, may take the form of 3-D, 20-ft. holographic projections above the stage for the audience to see in perfect detail.

That's one glimpse Henry E. Koehn of Security Pacific Bank here has of the future. Mr. Koehn makes it his business to crystal-ball gaze: The bank vp is director of Security Pacific's Futures Research division.

Mr. Koehn's research tells him that movies and special events are likely to be transmitted into home and community facilities simultaneously. These images, he believes, will be shown in multiple angles on multiple screens.

"The lasarium of today," he said in a recent speech, "is the concert hall of the late '80s."

He also believes that live events and concerts will be videotaped immediately and the cassettes sold at the door. The audience will be offered the cassettes on the way out "as take-home albums."

In one of his more elaborate visions, Mr. Koehn sees the entertainment superstar of the late '80s being "an electronic fabrication." He's suggesting that this "superstar" will be nothing more than a "computerized creation," a simulation designed to "fit the styles, attitude and fads of the moment."

The real star, according to the bank executive, will be an engineer, who is really an "artist," projecting a 3-D image upon the stage from a remote location.

Is this laser-beam, holographic vision too far out? "Not really," assures Mr. Koehn. He reminds that a laser beam already has appeared as Tinker Bell in the recent Broadway stage production of "Peter Pan." He also calls attention to the "excitement" of the computer images in the Disney movie "TRON."

If electronic, computerized Tinker Bells and "TRONs" work today, why not, he wonders, tomorrow have "unreal, rather than real, performers who glide above the stage while singing in the vibrant manner of an electronic synthesizer?"

In still another vision of the future, this one a close resemblance to the plot of "Rollerball," the 1975 United Artists/Norman Jewison theatrical feature, Mr. Koehn sees the coming of new sports. Specifically, he envisions crowds using hand-held controllers to select team plays by popular votes (in "Rollerball," which takes place in the 21st Century, a violent sport is used to release the antisocial feelings of the masses).

"Audiences will demand ever more exotic forms of entertainment," he predicts. Auditorium managers, for example, will need to constantly be aware of new technologies and know how to deal and manage crowd stimulation.

Among other near-future advances, Mr. Koehn forecasts fiber optics used almost exclusively in cable; digital sound continuing to affect all sound transmission, and receiving equipment and giant "plasma display" auditorium screens providing clearer images than are now available (and because they are thin and flat, they'll be easy to place anywhere in a facility).

He's figuring on a big future for video conferencing. National conventions, as early as the middle of this decade, he says, will be divided among multiple images, with workshops, presentations and tours all beamed via the electronic conferencing technique.

In a capsule, what he thinks has happened, is that "we have survived the period of transition and are a very different society—a diverse, multi-ethnic, multilife-style, hi-tech society searching out the path to our future."#

Laser targets outdoor

Philadelphia—For the past 12 years, about five companies have been involved in providing laser light shows to the entertainment industry. Now one of those companies is taking the technology into advertising.

American Laser Promotions Ltd. is trying to sell its laser outdoor board concept to advertisers. Daniel Arbess, director of sales at American Laser, said he expected to have a laser showing in place in the Northeast for a major advertiser within the next three months.

The ad messages would be stored in a computer that would be set up at a specific site. From there, they could be recalled and shown on anything from the side of a building to a regular outdoor board to a cloud. Mr. Arbess said the company will use a time-sharing arrangement to enable a variety of companies to place ads at the same site.

Using lasers, the company can construct animated or stationary figures, along with text, to create an ad, according to Mr. Arbess.

Mr. Arbess declined to say how much a laser board would cost. However, he said the cost would depend on the location of the ad and the amount of time needed to produce the effect.

"Everyone in the laser business has the potential to create laser [outdoor boards]," Mr. Arbess said. "No one has made a substantial commitment because many of the laser companies are too small to have the marketing resources."

American Laser purchased Montreal-based MassLaser in 1981. MassLaser had created a mobile laser unit—laser shows transported in a bus—in 1979. Mr. Arbess said American Laser intends not only to offer the laser outdoor board concept to advertisers, but also use of the mobile unit for promotions and product introductions.#

More satanic numbers

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sumer habits.

There is, however, the possibility that a competitive marketplace will provide an incentive to design more safety into products. While the power mower industry was deploying legal and political forces to fight the "deadman's" switch, a Memphis barber, musician and inventor named Buford Whitman developed a nylon replacement lawn mower blade that deals directly with the hazard of chopped-off toes. A lengthy account in the business section of the *Washington Post* says he can sell it profitably for $25.

Spokesmen for the power mower industry say there is a difference between developing a safer power mower and actually ending up with a product that works effectively. Having poormouthed Mr. Whitman, however, they admit there are no signs that their companies have made notable progress toward safer power mower design.

Cynicus nodded knowingly when he read about Mr. Whitman's invention. "Whitman may not have the answer," he says, "but industries which forget that improving your product is more important than fighting with the government play the devil's game. Look what Toyota was able to do while General Motors was squandering its energies and resources in squabbles over who should be doing what about auto safety."#

vidbits

Zenith Radio Corp., Glenview, Ill., has signed a long-term agreement with Rogers Cablesystems for addressable cable tv decoders to be used in Rogers' Canadian pay tv operations. Rogers stated it will purchase an initial $12 million worth of the decoder equipment. The Toronto-based Rogers will launch its pay tv service next February.

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Cable Health Network has signed news personality Joseph Benti to anchor its daily "Cable Health World Report" and "Cable Health Week in Review." Mr. Benti's credits include KNXT-TV, Los Angeles, anchor stints with "CBS Morning News" and KABC News, Los Angeles.

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Procter & Gamble will sponsor a multipart NBC-TV miniseries, "A.D.," and also co-produce with International Film Productions. Production is set for early next year for the 1984-85 prime time season. "A.D." will dramatize the conflict between the early Christians and the Roman Empire.

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Avis' first buy on USA Cable Network calls for spots in various sports packages and in the "Sports Look" anthology.

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Kawasaki Motors Corp., U.S.A. has made a cash buy of the 10-second ID that the Drake-Chenault Enterprises radio production company reserved for itself in each one of the 52 "History of Country Music" special programs it has produced. Agency is J. Walter Thompson USA, Los Angeles.

Poor quarter

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first six months of '82, outpaced its competition in net income with a 62% increase for the half over the year before. Its $10.8 million net reflects an increase in operating profit, the acquisition of SSC&B:Lintas and the switchover to the accounting system that permits companies to reduce a portion of losses suffered as a result of currency exchange rates.

A significant gain of 20% was recorded by Mickelberry, but the other agencies—with the exception of JWT—were basically flat. JWT plummeted to a net loss of $2.2 million from a net income of $2.7 million in 1981.

Active on the acquisition circuit, Mickelberry's revenues were up 86% for the first half of '82 to $29.9 million. Augmented by three newly acquired foreign agencies, Grey's revenues climbed to $68.7 million, a 30% increase over the same six months of 1981. Those results include three foreign agencies that were not a part of Grey in 1981. The most modest gain was posted by Foote, Cone & Belding, up 6.2%.#

Advertising pages in August consumer publications

Current and August '81 figures for U.S., Canadian and foreign publications reporting to Advertising Age

	Pages			
	Aug. 1982	Aug. 1981	Jan.-Aug. 1982	Jan.-Aug. 1981
Art & antiques				
American Artist	41.8	38.1	439.1	408.9
Antiques	108.0	118.0	1,112.6	1,149.4
Art & Antiques—(6X)	84.0	47.8	249.3	220.3
Art in America—(11X)	90.0	—	759.8	659.5
Artnews—(10X)	—	—	626.2	730.0
Portfolio—(6X)	40.0	44.3	229.8	172.4
Southwest Art	96.0	104.0	870.0	900.6
Total Group	459.8	352.2	4,421.4	4,322.9
% change	+5.0%		+2.3%	
Auto/cycle/rec. vehicles				
Car & Driver	66.9	65.8	634.5	665.0
Car Collector & Car Classics	20.3	22.3	173.5	185.2
Car Craft	55.7	59.9	615.9	516.3
Cycle	40.4	64.3	677.0	713.7
Cycle Guide	39.7	39.4	473.3	487.8
Cycle World	35.6	38.0	545.5	602.5
Dune Buggies & Hot VWs	60.5	48.5	431.4	332.3
Family Motor Coaching	83.8	59.9	778.1	498.6
4 Wheel & Offroad	51.9	41.0	401.8	302.1
Four Wheeler	28.5	18.1	222.1	186.9
Hot Rod	48.9	45.2	481.3	444.0
Motorcyclist	26.8	31.3	471.8	446.7
Motor Trend	45.5	46.2	450.8	426.5
Motorhome—(9X)	65.6	51.9	505.4	333.2
Pickup, Van & 4 WD	24.8	—	216.8	—
Road & Track	72.6	79.8	725.1	744.2
3 Wheeling—(11X)	27.9	25.2	171.7	112.0
Trailer Life	105.5	78.6	829.8	689.8
Total Group	910.9	813.4	8,820.2	7,702.4
% change	+12.0%		+14.5%	
Boating & yachting				
Boating	67.8	67.3	867.2	894.4
Chesapeake Bay	23.3	23.2	205.1	204.5
Cruising World	132.6	132.9	892.8	840.6
Lakeland Boating	—	—	—	—
Motor Boating & Sailing	84.2	92.3	1,054.4	1,066.2
Rudder	15.5	27.6	179.9	193.6
Sail	90.3	119.4	1,148.9	1,146.4
Sea & Pacific Skipper	67.4	75.9	593.4	648.6
Trailer Boats	15.3	12.7	196.5	210.4
Yachting	116.4	153.5	1,364.7	1,495.2
Total Group	612.6	704.8	6,502.9	6,699.9
% change	−13.1%		−2.9%	
Canadian				
L'Actualite	23.5	24.9	394.3	385.8
Chatelaine:				
English Edition—A.	75.4	70.5	657.8	636.9
French Edition	54.7	47.7	521.7	537.2
Financial Post Magazine—A.	29.2	—	286.1	279.3
Flare—A.	43.8	49.9	330.3	371.1
Homemaker's Magazine:				
English Edition—(10X)	—	—	389.0	390.8
French Edition	—	—	496.3	482.9
Macleans—A.	57.4	49.9	756.2	697.8
Quest Magazine—(8X)A.	—	—	245.9	228.0
Reader's Digest				
Canada-English—A.	54.8	71.3	603.9	653.9
Canada-French—A.	41.0	54.5	588.6	589.1
Toronto Life	61.0	62.0	821.0	781.0
Total Group	440.8	430.7	4,934.1	4,817.0
% change	+2.3%		+2.4%	
Canadian national weekend magazines				
Perspectives—D.	17.5	25.8	254.3	291.7
Today—A.	—	—	271.8	352.6
Total Group	17.5	25.8	526.1	644.3
% change	−32.2%		−18.3%	
Civic/fraternal				
American Legion	19.9	18.2	231.6	194.5
Elks Magazine—(10X)	19.4	21.6	158.4	164.4
Kiwanis Magazine	12.9	15.2	99.7	103.1
Lion	9.3	6.0	47.5	38.3
Moose Magazine	19.0	19.0	162.0	162.0
Rotarian	8.7	11.9	103.5	107.6
V.F.W.—(10X)	19.0	18.7	189.4	193.5
Total Group	108.2	110.6	992.1	963.4
% change	−2.2%		+3.0%	
Comics				
DC Comics	8.0	8.0	56.0	67.0
Harvey Comic Group	8.0	8.0	64.0	64.0
Marvel Comic Group	10.0	11.0	79.5	78.5
Total Group	26.0	27.0	199.5	209.5
% change	−3.7%		−4.8%	
General				
Air Progress	17.1	19.0	144.8	140.4
American Forests	7.9	11.7	75.1	96.1
American West—(6X)	—	—	102.3	99.4
The Atlantic—A.	30.1	19.8	227.3	204.3
Audubon Magazine—(6X)	—	—	120.9	118.2
Bon Appetit—A.	55.4	58.3	583.0	625.9
Changing Times	30.9	28.9	263.6	216.2
Cuisine Magazine	23.7	—	285.3	227.6
Ebony	91.4	74.4	644.0	621.7
Fifty Plus	19.2	23.3	211.9	250.1
Games—(6X)	—	—	97.3	76.5
Geo	11.7	12.0	123.7	143.0
Gourmet	30.7	41.4	464.8	464.8
Harper's Magazine—A.	16.8	23.2	129.1	186.2
Let's Live	68.2	80.1	586.6	674.6
Life	30.5	47.0	371.6	422.6
Moneyworth—(4X)	—	13.3	108.2	122.9
Mother Earth News—(6X)	49.6	44.0	155.0	156.6
Museum—(6X)	29.2	22.8	163.2	126.2
National Geographic	15.7	33.1	188.8	237.1
Natural History	22.8	25.1	232.6	268.9
Prevention	63.2	73.6	545.6	665.2
Psychology Today	23.4	28.4	272.2	347.0
Reader's Digest—A.	52.5	77.4	610.5	685.0
Saturday Evening Post—(9X)	52.3	41.5	244.1	224.1
Signature	35.0	34.3	409.3	373.7
Smithsonian	77.7	65.2	576.2	596.7
Success	28.3	34.5	218.8	235.2
Town & Country	97.4	87.8	909.1	857.9
Travel/Holiday	29.7	31.0	370.0	370.6
Travel & Leisure	47.3	51.3	661.9	673.3
Video	51.0	42.3	424.0	392.5
Video Review	52.7	52.3	472.0	388.3
Writers Digest	14.2	18.0	169.6	169.5
Yankee	67.4	78.8	571.4	597.2
Total Group	1,243.0	1,293.8	11,733.8	12,038.5
% change	−3.9%		−2.7%	
Home				
Americans—(6X)	—	—	124.8	115.3
Architectural Digest—A.	74.1	65.0	919.8	893.7
Better Homes & Gardens	81.8	100.0	849.3	885.7
Colonial Homes—(6X)	46.9	46.3	235.8	210.7
Country Journal	41.3	37.9	325.6	321.1
Country Living—(10X)	48.5	—	234.6	—
Dallas-Fort Worth Home/Garden	—	—	383.7	267.0
Early American Life—(6X)	—	—	130.4	155.8
Family Handyman—(10X)A.	—	—	420.4	340.2
Flower & Garden—(6X)	35.6	38.5	193.3	182.8
Home	19.7	30.1	200.8	235.9
Homeowner's How-To—(6X)	24.6	23.0	106.1	120.8
Horticulture	20.1	19.0	231.6	191.7
House Beautiful	62.5	63.6	568.1	657.9
House & Garden	69.0	78.5	670.1	772.2
Houston Home & Garden	100.5	97.4	861.2	744.7
Metropolitan Home	51.1	51.7	474.9	442.4
New Shelter—(9X)	—	—	234.7	239.0
1001 Home—**	25.6	34.2	193.4	208.9
Organic Gardening	51.5	61.5	542.7	571.8
Phoenix Home/Garden	40.3	36.1	381.8	272.6
San Diego Home/Garden	62.3	42.5	429.2	317.4
Southern Accents—(4X)	76.6	83.5	238.1	241.3
Southern Living	102.7	102.9	884.2	835.0
Sunset Magazine—A.	92.2	102.2	1,036.1	1,064.8
Texas Homes	73.0	119.5	608.7	522.2
Workbench—(6X)	—	—	235.5	232.8
Total Group	1,199.9	1,233.4	11,713.2	11,043.8
% change	−2.7%		+6.1%	
In-flight & other passenger				
Aboard Group (7) —(4X)	—	—	889.0	714.0
Air Cal—(6X)	54.5	60.0	367.2	475.7
Alaskafirst	42.4	44.3	315.4	315.0
American Way	65.0	61.2	548.6	485.1
East/West Network:				
Amtrak Express	29.3	31.3	294.6	268.3
Continental Extra	42.3	47.3	419.9	398.0
Eastern Review	68.2	63.5	938.7	598.1
Ozark	34.3	39.0	325.8	351.3
PSA Magazine	65.5	72.0	643.9	673.5
Pan Am Clipper	38.8	57.0	308.8	457.3
Republic Scene	36.5	—	85.3	—
Texas International/-The Texas Flyer	58.7	61.5	490.6	449.3
United	63.2	58.7	564.1	596.9
USAir	39.5	44.6	332.6	353.4
Western's World	36.2	—	73.0	—
Halsey Publications:				
Delta Sky	34.3	37.0	380.0	345.0
Skylite—(6X)	—	—	42.5	38.6
Hawaii	18.8	25.6	165.6	225.2
Pace—(6X)	—	—	120.7	161.2
Southwest Airlines	88.8	76.9	738.0	595.2
Spirit of Aloha	19.3	24.5	166.3	222.6
Webb Publications:				
Frontier	31.3	28.7	306.7	273.2
Passages	—	28.6	218.9	220.1
TWA Ambassador	40.7	45.6	363.0	370.4
Total Group	907.6	907.3	9,099.2	8,567.4
% change	+ .03%		+6.2%	
Men's				
Complete Men's Group	22.0	22.3	182.8	173.8
Esquire—A.	47.2	31.5	424.6	260.0
Gentlemen's Quarterly—A.	75.3	78.5	692.0	697.2
Penthouse—A.	46.8	52.5	483.8	489.1
Playboy—A.	75.9	97.5	825.3	887.7
Total Group	267.2	282.3	2,588.6	2,507.8
% change	−5.3%		+3.2%	
Metropolitan				
Aloha—(6X)	—	—	117.8	92.0
Atlanta	62.2	69.5	500.2	613.2
Baltimore	54.2	74.9	449.3	488.6
Boston	122.1	105.7	944.3	938.6
California	53.5	51.3	518.9	450.1
Charlotte	28.0	25.0	120.0	78.0
Chicago	121.1	107.2	1,028.7	984.9
Chicago's North Shore	80.7	58.6	507.3	458.9
Cincinnati	44.5	44.2	417.4	403.9
Cleveland	55.5	62.1	463.6	562.9
Coast	413.0	453.3	2,151.3	2,190.5
Columbus Monthly	69.7	75.4	579.8	688.3
Commonwealth	39.0	13.2	511.8	106.2
Connecticut	96.5	69.0	593.1	509.6
County Life	49.0	—	86.0	—
Country Magazine	18.8	15.6	185.7	121.9
D/Magazine, Dallas/Fort Worth	107.9	111.5	883.4	887.0
Denver	29.5	32.9	309.9	366.3
Monthly Detroit	45.7	43.8	403.7	327.4
Exclusively Yours Wisconsin	68.8	72.3	536.6	622.6
Grand Rapids	40.7	34.4	333.5	303.0
Gulfshore Life—(9X)	—	—	466.5	433.0
Honolulu	86.9	94.3	532.2	566.8
Houston City	66.5	61.0	534.0	498.4
Indianapolis	30.3	51.9	425.5	374.8
Kansas City	19.9	20.1	189.3	144.1
Los Angeles	250.2	243.0	1,537.0	1,510.0
Louisiana Life—(6X)	—	—	222.0	73.8
Madison	30.0	—	363.7	372.0
Miami	84.7	63.6	699.7	642.6
Milwaukee	36.3	—	196.8	—
Mpls./St. Paul	79.1	81.9	540.2	582.0
New Jersey Monthly	54.2	58.6	430.5	492.5
New Mexico	35.3	27.5	200.3	152.6
Ohio	36.1	27.9	277.3	237.8
Omaha	18.2	17.5	151.3	136.5
Oregon	18.0	25.9	161.9	200.7
Orlando	60.2	85.7	455.5	527.2
Pacific Northwest—(10X)	—	—	200.1	78.3
Palm Beach Life	40.3	42.9	601.6	602.3
Philadelphia	131.7	142.7	947.4	1,039.9
Phoenix	111.5	117.8	635.8	699.4
Pittsburgh	45.5	33.6	360.2	299.7
St. Louis	59.0	60.7	506.5	540.0
San Diego	135.3	148.0	1,010.9	1,104.5
San Francisco	59.3	89.6	387.1	470.8
San Francisco Bay Views—(6X)	31.5	38.5	182.5	236.5
San Francisco Focus	27.2	28.2	281.3	274.2
Shenandoah Valley—(6X)	—	—	127.8	101.0
Tampa	26.6	28.2	277.7	188.8
Tampa Bay	21.6	42.8	241.2	338.9
Texas Monthly	109.0	123.5	961.6	1,025.5
Twin Cities	41.6	55.7	352.2	368.9
Washington Dossier	30.8	32.0	300.4	327.8
The Washingtonian	125.8	129.3	1,007.5	991.4
Westchester Illustrated	16.3	42.5	241.7	357.9
Total Group	3,519.3	3,534.8	27,651.5	27,186.3
% change	−0.4%		+1.7%	
Movie-romance-radio-tv				
Macfadden's Women's Group:				
Modern Romances	29.6	23.9	222.2	222.6
Secrets	29.6	23.9	222.2	222.6
True Confessions	30.6	23.9	233.2	234.3
True Experience	29.6	23.9	222.2	222.6
True Love	29.6	23.9	222.2	222.6
True Romance	29.6	23.9	222.2	222.6
Sterling Women's Group:				
Daytime TV	30.3	30.2	243.8	253.2
Modern Screen	—	32.2	165.8	164.7
Movie Mirror—(6X)	32.0	32.2	131.8	161.8
Photo Screen	—	25.6	97.8	125.6
Soap Opera Stars	24.3	25.6	175.8	231.1
TV Movie Screen	—	—	100.9	129.6
Spotlight	32.0	32.2	131.1	131.5
Teen Bag—(6X)	—	—	24.6	34.0
Total Group	297.2	321.4	2,391.0	2,544.8
% change	−7.5%		−6.0%	
Music/entertainment				
American Film—(10X)	22.0	14.7	142.7	137.2
Circus Magazine	26.8	21.2	234.0	141.3
Dance Magazine	45.6	44.0	483.4	480.8
High Fidelity	23.9	37.1	260.3	312.3
Musician	63.1	55.5	427.4	421.7
Playbill	41.4	43.6	404.8	393.8
Stereo Review	49.2	47.8	396.0	431.7
Total Group	274.0	263.9	2,348.6	2,318.8
% change	+3.0%		+12.9%	
Newspaper Sunday magazines/national				
Family Weekly—A.	78.1	86.0	579.6	668.4
Parade	71.6	73.9	514.8	560.5
Total Group	149.7	159.9	1,094.4	1,228.9
% change	−6.4%		−10.9%	
Outdoor & sport				
Alaska	44.6	34.9	365.6	302.3
The American Handgunner—(6X)	42.0	45.2	152.1	156.1
American Hunter	22.0	18.9	105.7	86.6
American Rifleman	40.2	30.1	221.2	215.5
Backpacker—(6X)	50.5	42.3	188.4	166.6
Bass Master—(10X)A.	—	—	363.8	256.9
Bicycling—(9X)	74.4	65.5	606.6	509.2
Field & Stream	56.0	63.4	608.3	628.4
Fins and Feathers—A.	21.9	21.9	305.0	249.2
Fishing World—(6X)	25.5	27.0	159.1	143.5
Florida Sportsman	58.7	52.2	554.9	542.0
Flying	39.5	54.3	371.2	372.9
Fur-Fish-Game	22.1	20.2	182.8	182.3
Golf Digest	60.2	49.2	584.9	574.9
Golf Magazine	41.5	39.3	609.7	607.5
Guns	28.3	38.8	243.4	267.4
Guns & Ammo	55.7	49.4	374.0	370.1
Outdoor Life	53.7	46.3	536.0	539.2
Petersen's Hunting	53.1	43.2	262.4	220.1
The Runner	34.7	26.2	271.7	192.6
Runner's World	42.2	43.3	262.5	266.7
Salt Water Sportsman	39.4	37.0	490.8	495.1
Shooting Times	37.9	32.4	246.6	267.8
Ski—(9X)A.	—	—	224.4	196.1
Skiing—(9X)	—	—	199.1	160.0
Skin Diver	62.1	58.7	533.8	480.0
Southern Outdoors—(9X)	—	—	246.7	234.8
Sport	31.7	29.8	296.5	273.2
Sports Afield	68.3	63.0	695.0	649.1
Spray—(10X)	40.8	44.0	329.4	287.0
Tennis	42.1	53.2	505.9	513.9
Western Outdoors—(10X)	33.9	40.2	244.1	241.9

(X) represents number of times published each year.

A. Sectional linage included but prorated to circulation of regional editions. B. Sectional linage included but not prorated to circulation of regional editions. C. Combined unduplicated regional ads. D. Preprinted inserts included. *All affiliated with Sunday Mag/Net, except Los Angeles Times Home Magazine and New York Times Magazine. **Aug./Sept. combined in 1981.

(Continued on Page 38)

Advertising pages in August consumer publications

(Continued from Page 37)

	Pages			
	Aug. 1982	Aug. 1981	Jan.-Aug. 1982	Jan.-Aug. 1981
World Tennis	34.1	32.3	338.2	359.0
Total Group	1,257.1	1,200.2	11,560.3	10,919.6
% change	+4.7%		+5.9%	

Photography

American Photographer	51.2	42.5	364.5	315.2
Modern Photography	118.2	129.4	944.7	952.8
Petersen's Photographic	36.8	43.4	332.9	344.5
Popular Photography	127.8	144.4	1,017.6	1,090.5
Total Group	334.0	359.7	2,542.4	2,597.8
% change	−7.1%		−2.1%	

Religious

A.D. Magazine—(10X)	—	—	78.6	91.6
BBI Jewish Monthly—(11X)	—	—	147.2	133.9
Christian Herald	35.3	38.0	253.5	279.3
Christian Life	20.8	18.1	207.5	201.7
Christianity Today	31.3	29.7	454.8	483.7
Inside—(4X)	—	—	127.7	119.1
Moody Monthly	—	—	340.6	375.1
Total Group	87.4	85.8	1,393.3	1,444.1
% change	+1.9%		−3.5%	

Science/technology mechanics/electronics

Creative Computing	126.8	107.9	946.8	743.1
High Technology	37.3	—	159.1	—
Mechanix Illustrated	54.9	48.2	512.3	538.1
Omni	50.4	44.8	424.1	397.5
Popular Electronics	49.7	56.3	449.7	456.9
Popular Mechanics	72.1	71.1	780.2	812.9
Popular Science	51.3	57.1	626.6	583.0
Science Digest	22.2	15.3	226.4	202.2
Science 82	—	—	204.1	229.1
Scientific American	64.3	49.0	572.4	654.7
Technology Illustrated	43.3	—	214.8	—
Discover	35.0	21.5	260.9	228.7
Total Group	607.3	471.2	5,377.4	4,846.2
% change	+28.9%		+11.0%	

Women's/fashion/service

Bride's Magazine—(6X)A.	—	—	1,253.1	1,172.6
Co-ed—(10X)	—	—	185.6	201.2
Cosmopolitan—A.	181.5	179.1	1,466.8	1,495.0
Essence	73.2	64.3	616.5	614.3
Family Circle—A.	104.2	82.6	1,028.4	984.6
Glamour	185.8	186.5	1,190.1	1,323.9
Good Housekeeping	124.7	147.7	1,092.6	1,126.8
Harper's Bazaar—(10X)	82.0	79.8	747.0	679.6
Health	21.8	31.8	216.5	197.8
Ladies' Home Journal	70.4	81.7	570.0	642.7
Lady's Circle	10.0	7.2	76.4	78.8
Mademoiselle	166.2	154.7	932.9	942.2
McCall's	91.5	76.4	633.3	728.7
Modern Bride—(6X)	—	—	1,163.7	1,019.4
Ms.	—	—	378.8	301.8
New Woman	45.0	44.0	298.3	182.3
Parents Magazine—A.	64.9	63.2	551.0	494.3
Playgirl	39.2	39.0	327.6	348.1
Redbook	78.0	88.9	669.7	737.7
Self	65.8	56.7	534.8	508.1
Seventeen	258.3	250.7	920.3	932.2
Soap Opera Digest	35.5	6.5	191.0	54.7
'Teen Magazine	68.7	66.3	372.3	356.3
True Story—A.	64.0	45.1	444.0	423.8
Vogue	170.3	197.7	1,488.6	1,347.5
Weight Watchers	26.6	20.9	223.3	184.0
Woman's Day—A.	81.6	92.8	853.3	860.5
The Workbasket—(10X)	31.5	39.0	244.9	239.1
Working Mother	70.3	—	495.0	381.0
Working Woman	58.1	56.5	577.5	456.0
Total Group	2,269.1	2,159.0	19,794.2	19,065.4
% change	+5.1%		+3.8%	

Youth

Boys' Life	15.1	13.5	144.7	170.8
Campus Life	22.6	17.3	252.9	235.3
Total Group	37.7	30.8	397.6	406.1
% change	+22.4%		−2.1%	

July

Business

	Pages			
	July 1982	July 1981	Jan.-July 1982	Jan.-July 1981
Atlanta Bus. Chronicle—(52X)	18.0	24.0	168.4	205.5
Barron's—(52X)	118.8	142.1	1,176.1	1,269.6
Black Enterprise	30.8	24.4	380.5	350.1
Business Week—(52X)	274.7	312.1	2,552.2	2,698.8
California Business	57.6	48.6	499.7	428.2
Corporate Report/Kan. City	53.6	34.9	374.5	328.0
Corporate Report/Minnesota	78.0	80.5	537.5	559.9
Crain's Chicago Bus.—(52X)	89.3	75.7	694.7	585.1
Dallas/Ft. Worth Bus.—(52X)	30.1	50.3	277.4	284.6
Dun's Business Month	48.2	46.3	480.6	491.3
Financial World—(24X)	55.8	53.5	543.1	541.9
Florida Trend	68.8	80.0	501.8	468.2
Forbes—(26X)	162.7	155.0	1,562.7	1,471.5
Fortune—(26X)A.	126.0	127.9	1,430.1	1,356.1
Hawaii Business	39.5	53.3	294.2	375.5
Houston Bus. Journal—(52X)	164.8	136.4	1,268.9	995.3
Inc. Magazine—A.	66.0	68.0	560.0	561.5
Income Opportunities—(10X)	46.9	51.7	291.4	299.0
Industry Week—(26X)	78.1	90.2	826.0	951.6
Indpls. Bus. Journal—(52X)	53.5	52.0	438.2	362.8
Money	67.9	67.7	711.4	641.2
Nation's Business—A.	23.9	29.6	250.2	296.7
New England Bus.—(20X)B.	43.5	58.8	426.8	340.5
N.Y. Daily News	31.6	61.4	359.0	645.1
Pacific Business News—(52X)	74.6	70.4	606.3	600.9
St. Louis Bus. Journal—(52X)	93.8	87.1	663.5	500.6
Texas Business	50.6	46.1	369.7	313.9
Venture	28.7	26.3	265.7	246.9
Total Group	2,075.8	2,154.3	18,509.6	18,168.3
% change	−3.6%		+1.9%	

Newspaper Sunday magazines/local*

Arizona Republic	60.6	78.7	669.0	802.6
Boston Globe	94.3	99.0	1,059.3	1,083.9
Chicago Tribune	42.5	56.6	599.4	722.9
Cincinnati Enquirer	55.5	66.4	523.4	650.0
Cleveland Plain Dealer	44.0	65.2	496.2	664.3
Columbus Dispatch	33.3	58.7	382.0	580.0
Dallas Times Herald	56.6	62.7	514.8	575.7
Denver Post	71.4	139.3	859.0	1,236.3
Detroit News	85.6	96.3	626.2	856.6
L.A. Times Home Magazine	61.3	66.9	649.6	745.4
Louisville Courier-Journal	61.5	67.6	611.6	677.2
Miami Herald	34.8	54.4	426.1	585.8
New York Times Magazine	111.3	117.3	2,075.5	2,176.7
Philadelphia Inquirer	47.9	47.6	453.5	528.1
Toledo Blade Magazine	30.3	48.1	315.8	419.7
Washington Post	75.3	77.0	752.2	865.6
Total Group	946.4	1,203.8	11,017.7	13,171.1
% change	−21.4%		−16.3%	

Weeklies, bi-weeklies, semi-monthlies

The Advocate	89.2	72.4	559.3	460.9
Army Times Military Group:				
Air Force Times—(52X)	132.4	136.5	985.7	999.1
Army Times—(52X)	128.1	133.5	988.2	989.5
Navy Times—(52X)	150.3	156.9	1,153.3	1,145.5
The Times Magazine—(52X)	6.4	7.1	104.2	126.1
AutoWeek—(52X)	123.2	971.2	134.9	874.9
The Blood-Horse—(52X)	582.1	568.1	3,225.4	2,921.2
Capper's Weekly—(52X)	17.8	14.3	165.5	160.3
Commonweal—(22X)	1.9	5.7	90.8	52.4
Golf World—(43X)	78.3	69.7	525.2	533.0
Grit—(52X)A.	20.2	18.3	176.4	161.5
National Review	28.6	19.1	173.4	180.2
New Republic—(52X)	22.0	12.5	199.6	147.3
New York Magazine—(50X)	147.8	115.2	1,286.7	1,189.6
New Yorker—(52X)	151.7	145.9	2,089.4	2,066.8
Newsweek—(52X)A.	162.9	173.6	1,477.6	1,702.4
People—(52X)	196.7	200.6	1,909.2	1,908.1
Rolling Stone—(25X)	62.0	79.3	589.3	557.3
Sporting News—(52X)	45.4	38.9	381.0	342.4
Sports Illustrated—(52X)A.	144.1	149.8	1,470.2	1,562.9
Time—(52X)A.	142.5	157.7	1,415.4	1,537.0
Travelhost—(52X)C.	2,469.0	2,037.4	16,536.0	12,305.6
TV Guide—(52X)A.	196.4	169.1	2,033.2	2,010.5
Us Magazine—(26X)	45.5	36.3	332.8	225.8
U.S. News & World Report—(52X)A.	93.0	99.4	940.5	979.8
Total Group	5,239.5	5,588.5	38,923.2	35,140.1
% change	+6.3%		+10.8%	

Foreign

Buenhogar:				
Central America	3.7	5.5	24.7	50.7
Chile	—	2.0	12.2	17.0
Colombia	53.8	61.7	345.8	327.5
Dominican Republic	11.0	15.7	100.3	83.5
Ecuador	15.2	10.0	75.5	65.0
Mexico	42.0	67.0	401.3	459.2
Peru	38.2	50.0	226.2	247.5
Puerto Rico	21.3	20.0	128.8	151.0
U.S.	9.5	12.0	46.0	57.8
Venezuela	24.2	39.3	260.2	289.3
Coqueta:				
Central America	—	—	5.0	1.0
Colombia	2.0	1.0	32.0	17.5
Mexico	2.0	19.0	52.3	56.5
Peru	—	—	5.0	—
Puerto Rico	1.5	3.0	13.0	12.5
Venezuela	4.0	11.0	36.0	50.0
Fascinacion:				
Central America	—	—	—	—
Colombia	6.0	11.5	53.0	51.8
Mexico	10.3	7.8	48.3	49.3
Puerto Rico	—	—	7.5	2.0
Venezuela	9.0	7.0	80.2	55.7
Geomundo:				
Central America	3.0	3.7	39.0	33.3
Chile	6.0	6.2	42.0	40.8
Colombia	19.2	17.5	92.8	79.5
Ecuador	2.0	2.5	30.0	27.5
Mexico	6.2	24.0	35.0	107.5
Peru	12.0	15.5	60.0	67.5
Puerto Rico	5.0	2.7	45.0	34.3
Venezuela	13.7	14.2	110.3	87.8
Hombre De Mundo:				
Central America	5.0	8.5	36.8	49.5
Chile	5.0	6.5	36.0	42.5
Colombia	12.2	13.7	92.2	90.7
Ecuador	4.0	7.0	31.8	41.0
Mexico	20.0	34.0	139.8	159.2
Peru	7.0	11.0	43.8	68.0
Puerto Rico	7.0	10.0	57.8	84.7
Venezuela	20.0	17.0	206.5	115.0
Ideas Para Su Hogar:				
Central America	—	—	—	—
Chile	—	—	—	—
Colombia	40.0	28.0	173.3	147.3
Dominican Republic	—	—	—	7.5
Ecuador	11.8	2.5	44.0	4.0
Mexico	12.3	21.3	155.2	129.7
Peru	11.5	14.5	88.0	77.5
Puerto Rico	2.3	4.2	6.3	10.0
Venezuela	15.7	10.5	171.5	107.7
Intimidades:				
Central America	1.0	2.0	10.0	12.0
Chile	—	—	2.0	2.0
Colombia	1.0	2.0	10.0	13.5
Ecuador	—	—	—	—
Mexico	3.0	8.0	35.0	37.5
Peru	—	—	—	—
Puerto Rico	2.0	3.0	18.0	22.5
Venezuela	5.0	11.0	40.0	75.0
Mecanica Popular:				
Argentina	7.3	11.2	60.2	78.5
Central America	15.7	23.5	116.8	136.7
Chile	5.7	6.2	41.8	35.8
Colombia	19.7	28.0	147.0	173.2
Mexico	18.0	38.2	155.5	191.3
Peru	22.2	30.5	159.0	187.5
Puerto Rico	15.3	21.5	107.8	137.5
Venezuela	21.7	30.2	173.3	184.5
The Ring en Espanol:				
Central America	—	—	—	—
Colombia	—	—	—	—
Mexico	1.0	2.0	12.0	12.0
Puerto Rico	4.0	2.0	24.5	13.0
U.S.	—	—	—	—
Venezuela	3.0	2.0	21.0	17.0
Vanidades Continental:				
Central America	12.0	15.3	109.7	161.2
Chile	12.0	13.5	97.3	102.5
Colombia	93.5	88.3	529.0	503.0
Dominican Republic	27.0	20.8	209.3	163.2
Ecuador	23.0	18.7	137.8	153.0
Mexico	82.0	121.5	776.5	821.3
Peru	51.7	46.3	279.0	274.0
Puerto Rico	36.3	43.0	305.0	345.7
U.S.	46.7	41.0	362.2	253.0
Venezuela	49.2	62.7	532.0	469.0
Cosmopolitan Foreign Editions:				
Australia	51.8	41.7	376.0	347.5
Brazil	50.0	29.0	306.6	231.5
France	77.0	72.7	725.6	642.0
Germany	16.0	7.0	155.0	79.0
Great Britain	121.0	121.0	734.0	757.0
Greece	42.0	42.0	391.0	309.0
Italy	70.0	60.0	454.6	442.6
Holland	16.0	—	129.0	—
Japan	38.0	39.0	251.6	173.0
Cosmopolitan en Espanol:				
Central America	3.2	2.3	26.8	37.8
Colombia	19.7	20.3	130.5	130.8
Ecuador	2.2	.5	24.3	16.3
Mexico	45.2	64.0	447.0	433.3
Peru	10.2	15.0	105.2	99.0
Puerto Rico	19.2	32.7	185.0	243.0
U.S. (Spanish language)	17.3	16.3	126.2	100.7
Venezuela	21.2	19.8	212.0	164.7
International Communications:	15.0	21.0	137.0	152.0
African Business	41.5	26.5	218.0	210.0
New African	23.0	15.0	160.0	157.0
International Herald Tribune	84.4	78.2	640.8	628.3
International Management:				
Africa	7.7	10.7	94.8	87.7
Europe	20.3	17.7	272.5	259.7
Latin America	13.2	11.0	86.8	94.0
Middle East	27.0	14.0	140.7	103.0
Pacific	8.7	11.7	120.5	106.7
Johnston International:				
Alam Attijarat	49.7	54.8	454.9	457.0
Modern Africa	30.2	39.8	132.8	140.5
Modern Asia	22.0	31.3	238.9	294.9
Ejecutivo	23.0	—	102.3	—
Newsweek International:—A.				
Atlantic	55.0	57.5	568.7	548.2
Latin America	26.3	23.3	167.9	198.5
Pacific	48.3	58.8	460.0	506.0
Progreso—(9X)	—	—	—	—
Reader's Digest:				
Arabic	—	—	88.5	125.0
Asian	156.5	193.0	1,330.0	1,149.4
Australian	66.2	88.5	509.7	588.1
Belgian-Flemish	19.5	29.5	542.0	600.5
Belgian-French	24.0	31.0	436.0	469.0
British	41.1	42.2	390.6	405.2
Chinese—B.	91.0	119.0	607.5	673.0
Danish	7.0	11.3	223.9	236.4
Dutch	18.4	16.5	272.1	299.5
Finnish	21.0	18.5	370.6	392.3
French	35.0	31.5	477.3	493.3
German	47.5	47.4	495.3	494.1
Greek	8.0	—	73.0	—
Iberian	15.0	34.0	184.0	229.0
Indian-English	64.0	63.0	570.5	632.0
Indian-Hindi	18.0	37.0	117.0	181.0
Italian	33.0	38.0	400.5	429.0
Japanese	48.7	37.8	344.7	336.2
Korean	20.3	20.5	138.8	118.5
Latin American:				
Argentina	16.0	25.0	106.0	178.0
Brazil	26.0	11.5	89.8	70.1
Central American	10.5	18.5	84.5	117.5
Chile	22.0	31.5	113.5	205.0
Colombia	45.0	50.5	245.5	295.5
Ecuador	10.0	15.0	75.0	87.0
Mexico	36.2	59.8	421.6	371.3
Peru	12.5	18.0	75.0	83.0
Puerto Rico	11.0	7.0	72.0	60.5
U.P.B.	15.5	24.0	95.5	162.5
U.S. Spanish	9.5	11.5	111.0	123.5
Venezuela	15.5	23.5	137.5	143.5
Portugal	40.0	43.3	280.1	278.8
New Zealand	74.0	76.0	435.5	345.7
Norwegian	23.0	18.8	296.8	262.4
South African	119.0	96.0	708.5	603.0
Swedish	13.0	15.8	188.0	172.0
Swiss-French	24.0	36.0	229.0	256.0
Swiss-German	16.0	31.0	278.0	320.0
Time International:				
Time-Asia	60.9	76.4	595.6	617.1
Time-Atlantic	56.6	71.1	705.1	694.4
Time-Canada	87.1	70.1	1,004.1	901.5
Time-Latin America	60.1	73.2	436.7	482.4
Time-South Pacific	133.9	162.9	922.7	965.2
Visao—(52X)	123.5	95.0	907.7	722.5
Vision/Latin America—(26X)A.	37.1	34.6	246.3	266.1
Total Group	4,102.4	4,420.2	33,425.6	34,048.7
% change	−7.2%		−1.8%	

voice of the advertiser

THIS DEPARTMENT IS A READER'S FORUM. LETTERS ARE WELCOME

Expenditure figures need comparison

To the Editor: I was most interested to read Sid Bernstein's column in the issue of June 21 about advertising spent in European countries.

Seymour Banks has, I believe, pulled the wool over your eyes, because the figures he gave you as having been gathered by himself from various sources are, in fact, exactly to the second decimal place the figures which appeared in Starch INRA Hooper's "World Advertising Expenditure" book (1980 edition).

In fact, if you look at the make-up of these figures a little more closely, you will realize that they are not truly comparable, as stated by Mr. Banks. Ad expenditure as a per cent of GNP relates to all forms of advertising in some countries whereas other countries only report expenditure in the mass media. Therefore, before one issues such figures, they should be compared on a common basis. This is something I always do by using just the figures for newspapers, magazines/consumer and technical/outdoor/transit, cinema, radio and television.

Attached is a chart (above, right) based on figures from the Starch INRA Hooper/IAA reports for 1979 and 1980. This shows advertising expenditure in mass media as a per cent of GNP.

Very little change in the pecking order, but U.K. and Norway certainly gained in 1980 over 1979.

Unfortunately, with statistics of this kind they are always historical by the time one gets them. We are a long way from push-button instant figures for what is happening today.

M. J. Hook,
Managing director, Ogilvy & Mather International Media, London.

Advertising Age welcomes letters to the editor, but we ask that they be held to 400 words. The editors reserve the right to edit letters.

Advertising expenditure in mass media as a percentage of GNP

1979		1980	
1. United Kingdom	1.58	1. United Kingdom	1.84
2. Finland	1.47	2. United States	1.36
3. United States	1.35	3. Netherlands	1.33
4. Netherlands	1.30	4. Finland	1.30
5. Switzerland	1.14	5. Switzerland	1.01
6. Ireland	0.94	6. Norway	0.98
7. Austria	0.84	7. Denmark	0.83
8. Norway	0.84	8. Ireland	0.80
9. West Germany	0.84	9. Austria	0.68
10. Denmark	0.83	10. West Germany	0.67
11. Sweden	0.78	11. Spain	0.63
12. Spain	0.71	12. Italy	0.62
13. France	0.56	13. Sweden	0.56
14. Belgium	0.49	14. France	0.53
15. Italy	0.46	15. Belgium	0.41
16. Greece	0.33	16. Greece	0.28
17. Portugal	0.21	17. Portugal	0.23

Source: Starch Inra Hooper/IAA and OMMedia Ltd.

Countries' definitions of advertising vary

To the Editor: In catching up with my copies of Advertising Age after two months teaching at the Keio University graduate school of business, I ran into Sid Bernstein's column on variation in advertising expenditures country by country (AA, June 21). Along with Seymour Banks, Gordon Miracle and many others, I have been interested in the reasons for variations in advertising expenditures, creative approaches, media strategy, research methodology and various other fascinating national characteristics. One of the problems which Seymour has, along with Starch INRA and the International Advertising Assn., is trying to get countries to agree on just what they will include under the advertising rubric. Some of them will include gray areas like sales promotion expenditures, public relations and many others, while some of the other countries are not so generous in their accounting consideration. Perhaps all of us internationalists can at least get together again at the next American Academy of Advertising meeting, if not earlier.

S. Watson Dunn,
Professor of marketing, University of Missouri-Columbia.

Preference for 'Ms.' is considered quaint

To the Editor: A. Jean Lesher does not speak for New York women or their grandchildren either in her long letter to Ad Age (July 9) suggesting that Mr. Bernstein's attitude toward the term "Ms." is 19th Century.

Actually, it is Lesher's preferred form of address that is passe. Regardless of its adoption by organizations that sell training courses, most of the young career women here find it quaint.

Jo Foxworth,
New York.

Sunday a convenient time for car buying

To the Editor: Relevant to Sid Bernstein's column of July 19 questioning the lack of door-to-door marketing by car dealers, I've always marveled why dealerships aren't open on Sundays.

At least in New York (Westchester County) they're not, and to me it is the most logical day to be open. Car buying is usually a family decision, and midweek and evening hours are totally inconvenient.

Yet in my area when I wanted to go shopping for a new car, the dealerships were closed the one day most suitable for my availability.

But then again, I'm never amazed at car dealer acumen.

The few times I went shopping for a new car, I knew more about the models than the salesman who was serving me. I did his homework.

No wonder the industry is in such a sad state.

Steve Davis,
Davis Public Relations, New York.

Editor's note: Auto dealers are open on Sunday in many areas; in others, local ordinances prevent Sunday openings. Dealers in Illinois have just succeeded in securing passage of a law preventing Sunday car dealer openings, claiming such openings are expensive and nonproductive.

Stereotyping in-house agencies is prejudicial

To the Editor: Leonard Matthews' comments ("Accounts continue move outside," AA, Aug. 9), were totally biased in his interpretation of the people who comprise the staff of an in-house agency.

Stereotyping an in-house agency as either, "young folks getting experience so they can move on to a bona fide agency, or those who have been in the bona fide agency world and were flushed out somewhere along the way," is exactly the type of advertising we can do without—untrue.

Perhaps he is unable to see past his agency steps, for people in an in-house agency are also "concerned with the whole marketing process."

Perhaps, they are more versed with product knowledge and marketing strategies because of everyday working familiarity. Did it ever occur to Mr. Matthews that the "bona fide agency" may not be the Utopia of the advertising world?

In order for the advertising world to prosper in the future, we must stop prejudiced thoughts. It can only hurt our future careers as advertising professionals, whether it be in an agency or in-house situation.

William D. Field,
Advertising services manager, Dresser Industries, Stratford, Conn.

Time to move toward a meaningful forum

To the Editor: Contrary to what your advertising pieces tell when it is time to renew my subscription, Ad Age did not come on Monday "to put me right back into Monday...", nor did it arrive on time for me to enjoy it over a warm cup of coffee.

Nevertheless, when it did finally arrive, on Tuesday, late, I duly turned the pages to my favorite column, The Voice of the Advertiser.

Then it hit me.

For the last ten years we've been reading one long-running series of letters carrying essentially the same message about the misuse of the female form in out-of-context ads.

We've had our fun, for sure. Humorous letters from female colleagues, a guessing game when letters are signed with initials or androgynous names, worried AE's explaining why, etc.

Now it all seems so repetitive. Why not give a little less space to these letters, and a bit more to more substantial comments from the field, such as legislative implications of a given campaign, political input, media bias, a forum to expose the enemies of our profession, etc.?

Let's make it a true voice of the advertiser.

For those who cannot do without the ads they can do without, let's make another "Crain Book." If they want these letters so badly, let them pay for them, not the rest of us.

Ed Marzola,
Ed Marzola & Associates, Hollywood, Cal.

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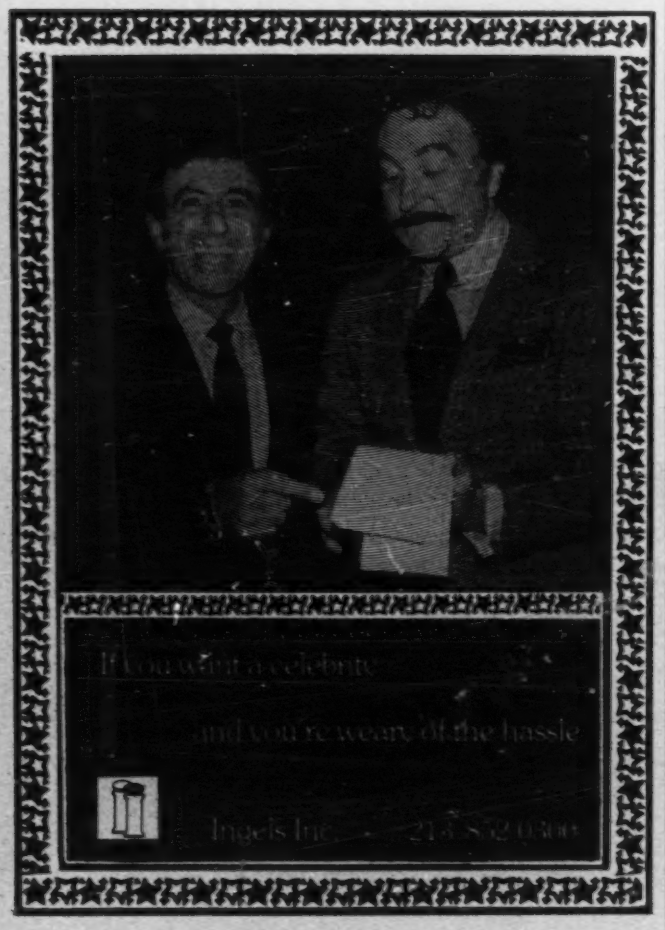

Lavinia says finishing school is doing wonders.
I'll say. Her letter's on Classic® Crest.
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